

Building Partnerships

On the Road to Census 2000

U.S. Census Bureau and the Smithsonian's National Museum of American Art Paint a Portrait of America

Census 2000 is using artwork from the Smithsonian's National Museum of American Art (NMAA) and other sources to illustrate the importance of inclusivity in the census. The Census 2000 posters feature artwork from some of this century's finest American artists representing a wide variety of racial and ethnic backgrounds. Members of the Census Bureau's race and ethnic advisory committees chose the artwork from the NMAA's collection, as well as from museums and galleries in Alaska, Hawaii, New York and Puerto Rico.

Distribution has already begun on the poster for Census 2000 in Puerto Rico. *Plaza San José* by **Manuel Hernández Acevedo** is in the collection of the new Museo de Arte, which will open in 2000 in Puerto Rico.



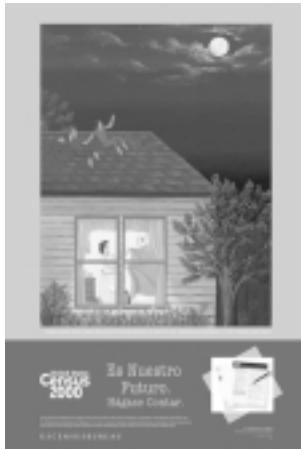
Family by **Romare Bearden** (1912-1988) harkens back to his early years in Charlotte, North Carolina. Bearden did not begin painting seriously until 1935 while he was a political cartoonist for the *Baltimore Afro-American*.

United States
**Census
2000**

Welcome to the sixth issue of Building Partnerships, a quarterly newsletter for and about the people and organizations that are building partnerships with the Census Bureau. This newsletter is designed to keep you informed and provide you with regular updates on preparations for Census 2000. If you have any questions or comments about what you would like to see in this newsletter, please contact Vicki Glasier, Partnership and Data Services Staff, Office of the Associate Director for Field Operations, on 301-457-2989, e-mail at vglasier@census.gov, or mail to U.S. Census Bureau, Room 1210-2, Washington, DC 20233.

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Although little is known about **J.C. Huntington**, it is believed he lived in Sunbury, Pennsylvania, in the early 1900s. His artwork, *School Scene*, depicts many of the things that census numbers support, such as schools, transportation and a healthy, happy community.



Carmen Lomas Garza's (1948-) paintings focus on the joyful memories of her childhood in Kingsville, Texas. The selection for the Census 2000 poster, *Camas Para Sueños (Bed of Dreams)*, was the inspiration for a scene in the movie *Selena*.

Chinese-born **Hung Liu's** (1948-) multicultural experience is reflected in the selection that is being used for the Census 2000 poster. *Branches III*, is part of a triptyk — an artwork in three parts — and depicts a third generation Asian American family.

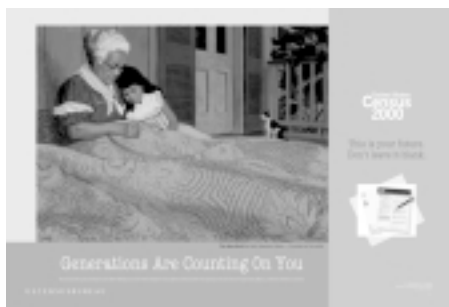


A member of the Chiricahua Apache tribe, **Allan Houser** (1914-1994) was the first American Indian to receive the National Medal of Arts in 1992. In Houser's *Buffalo Dance Relief*, the artwork chosen for the Census 2000 poster, costumed dancers and singers perform a Pueblo ceremony for a crowd of onlookers.



Jacob Lawrence (1917-) decided to become a painter at age 15 and at age 24 became the first African American artist to be included in the permanent collection of The Museum of Modern Art. His work, *The Library*, recalls his childhood visits to the 135th Street Branch of the New York Public Library.

John Hoover (1919-) has been described as one of America's leading Native Alaskan artists. His work, *Raven, the Creator*, reflects early Alaska native mythology and the importance of the raven to many cultures.



Native Hawaiian **Herb Kawainui Kane** (1928-) uses his art to illustrate the history of the islands. The work that was selected for a Census 2000 poster, *The New Quilt*, shows traditional Pacific Island quilt making, using a breadfruit design.

While no collection of artwork can fully represent the great diversity within the United States, this series of posters goes a long way in highlighting the strength and beauty that is part of this nation's multicultural heritage. The Census Bureau is hoping these posters will be valued as collectibles and displayed long after the census is over. They are available to you, our partners. If you would like copies of these posters and represent a local organization, please contact the partnership coordinator in your area (see back page). If you represent a national organization, please call Michele Freda on 301-457-8626.

Recruiting Essential for Success

"Recruiting is the front line and the key to a successful census, but partnership organizations are the key to recruiting."

Clif Taylor, Chief of the Decennial Recruiting Branch, is sure that it is going to take a lot of work and coordination with partnership organizations to ensure more than 860,000 census positions are filled. "This is the largest peacetime recruitment in our country's history. It is important for partners to understand the recruiting requirements and the recruiting time line. We need organizations to help our recruiters not only with contacts and providing free space for testing, but also to help explain where and when our work opportunities are," Taylor said. "Most of the positions are temporary and won't start until the spring of 2000, but we have to start the recruiting process long before that."

The majority of workers will be needed for nonresponse followup operations after Census Day (April 1, 2000). Census officials expect to recruit nearly 3 million applicants. "We are going to start recruiting for those nonresponse followup jobs in October," Taylor explained. "It is important that the people we recruit, and those who help us recruit, our partners, understand that most of the work will not be until spring, even though we are recruiting and testing before that."

Census officials think the partnering organizations will be helpful during the recruiting advertising campaign. Many of the ads will be designed for targeted audiences who are represented by these organizations who can be of value providing more detail information, officials said.

To help with the recruiting, each of the 520 Local Census Offices is authorized 11 full-time recruiters and 1 assistant manager for recruiting. For more information on census jobs, call 1-888-325-7733.

On Your Mark! Get Set! Promote!

The paid advertising campaign for Census 2000 is right on track. Young & Rubicam and its partners have spent the past 18 months researching and developing over 250 pieces of creative to educate and motivate the public to fill out their forms. The last hurdle was leapt on September 15, when Commerce Secretary Daley reviewed and approved the campaign for its final sprint to the finish line. At the end of October, Director Prewitt and other distinguished guests kicked off Census 2000 and presented the paid advertising campaign to Census 2000 partners, invited guests, the media and the general public.

The campaign will mirror the three phases of the operational plan, and include an Educational Phase, a Motivational Phase and a Nonresponse Followup Phase. The ads for each phase will start and end at different times. Target dates are listed in the table below.

We understand the need to weave the national advertising messages into any local or regional campaigns being developed by partners. To make sure that we all reinforce the same messages, we are working on information vehicles that will help provide everyone more detailed information on what the ads will look like and when and where they will play. We look forward to working with you to get the message out.

Target Dates for Phases of Census 2000 Promotions Campaign by Targeted Group

<u>Campaign</u>	<u>Education</u>	<u>Motivational</u>	<u>Nonresponse Followup</u>
Diverse America	Nov 1 - Jan 16	Jan 31 - Apr 9	Apr 17 - May 14
African American	Nov 1 - Jan 16	Jan 24 - Apr 9	Apr 17 - May 14
Hispanic	Nov 1 - Jan 16	Jan 24 - Apr 9	Apr 17 - May 14
Asian and Emerging Markets	Nov 1 - Jan 16	Jan 31 - Apr 9	Apr 17 - May 14
American Indian	Nov 1 - Jan	Mid-Dec - Apr 1	Apr 17 - May 14
Puerto Rico	Nov 22 - Dec 26	Jan 17 - Apr 9	Apr 24 - May 21

Drop-In Articles and Fact Sheets

There are currently 32 fact sheets and 15 drop-in news articles available for you to use to inform your members, chapters and affiliates about issues relating to Census 2000 and to motivate them to spread the word about the importance of participating in the census.

Drop-in articles:

- Census 2000: Another Technological Revolution?
- A Good Address List Makes for a Good Census 2000 Result
- How the People Use the Census
- Census 2000: How You Can Help Make it a Success

- Census Bureau Hiring Temporary Workers: Local Workers Key to Successful Census 2000
- The Constitution, the Congress and the Census: Representation and Reapportionment
- What the Census Bureau Isn't Telling Anyone
- In Any Language: The Census Is Important
- How Census 2000 Will Help People With Disabilities
- The American Community Survey — New Road Map to America's Future
- 100 Years Ago the U.S. Census Reflected Simpler Times

- Assignment: Census 2000 Bringing Reality Into the Classroom
- Why Does the Census Miss Children?
- Good News for College Students
- Census 2000: Step by Step

Fact sheets for general use:

- How America Knows What America Needs!
- Five Big Reasons Why You Should Fill Out Your Census Form
- Census 2000 in a Flash
- The Census Bureau Goes All Out to Protect Your Privacy

- The Long and Short of It
- Race, Hispanic Origin, and Ancestry
- Everybody Is Number One in the Census
- We Can't Do it Without You
- The Census Goes to School: A Guide for Educators and Community Leaders
- Partnership and Recruiting
- Partnership and Promotion
- Partnerships With Business
- Religious Leaders Lead the Way
- Working Along With Migrant and Seasonal Farmworkers
- Older and More Likely to Answer the Census
- It's More Than Numbers... It's Alaska's Future!
- People With Disabilities Answer The Census
- Sound Off for the Census: A Guide for People in the Armed Forces
- The Census Stands by Veterans: A Guide for Veterans and Their Advocates
- Navigating the Census: A Guide for Merchant Mariners and Their Onshore Advocates
- What Every College Student Should Know: A Guide for College Communities
- A Quick Guide to Census 2000 Products
- Tools for Promoting Census 2000
- Rural America Counts

Fact sheets especially for American Indians and Alaska Natives:

- The Census Bureau Goes All Out To Protect Privacy for All American Indians and Alaska Natives

- Generations Are Counting on This. Don't Leave it Blank
- Race, Hispanic Origin, and Ancestry: Why, What and How
- Spiritual Leaders Lead the Way in American Indian and Alaska Native Communities

Fact sheets in Spanish:

- Cinco Razones
- Cómo América Sabe lo que América Necesita
- La Oficina del Censo Hace Todo lo Necesita para Proteger Su Privacidad

Fact sheet in Chinese:

- How America Knows What America Needs

Visit our website, <http://www.census.gov/dmd/www/7publica.htm> for a complete listing of all drop-in articles, fact sheets and past issues of this newsletter. Check back often for additions.



Create Census 2000 Publicity Items for Your Events!!

Without our census partners, the Census Bureau would not be able to effectively reach the many diverse segments of the population. To help you help us, there is a new place on the Internet to assist Census 2000 partners in creating their own publicity campaigns. This website is meant to support our partners around the country in their efforts to help us promote Census 2000. It contains a "toolkit" of downloadable files in tif, gif and eps formats to help partners create posters, flyers, banners, novelty items and more.

This new resource also has the latest information from the Census 2000 Publicity Office, including facts about the advertising campaign, news about upcoming events and links to other census programs. To visit this new page and learn more, go to www.census.gov, click on "Census 2000" and then "Advertising & Promotion."

Browse through our website and find out what we are doing to develop and implement unprecedented approaches in reaching and counting all of the people in all parts of the country.

Is your organization having a national or regional conference between now and March 15th? If so, and you represent a regional organization, contact the partnership coordinator for your area (see back page). If you represent a national organization, contact Kathy Maney at 301-457-8627 or katherine.j.maney@ccmail.census.gov

Partnership agreements are final with the following national organizations and companies, as of September 30, 1999:

A. Philip Randolph Institute
 Adventist Community Service
 African American Women's Clergy Association
 African Methodist Episcopal Church
 African Methodist Episcopal Zion Church
 Alpha Kappa Alpha Sorority, Inc.
 Alpha Phi Alpha Fraternity, Inc.
 ALVA Access Group, Inc.
 American-Arab Anti-Discrimination Committee
 American Association of Community Colleges
 American Association of Homes and Services for the Aging
 American Association of Retired Persons
 American Association of School Administrators
 American Baptist Churches of the South
 American Baptist Churches of the U.S.A.
 American Federation of Government Employees
 American Federation of Labor and Congress of Industrial Organizations
 American Federation of Teachers
 American Hellenic Educational Progressive Association
 American Indian Higher Education Consortium
 American Library Association
 American Muslim Council
 American Public Transit Association
 American Society for Public Administration
 American Society on Aging
 American Urban Radio Networks
 America's Promise
 Arab American Institute
 Asian American Legal Defense and Education Fund
 Asian Americans for Community Involvement
 Asian Americans/Pacific Islanders in Philanthropy
 Asian and Pacific Islander American Health Forum
 Asian Marketing Group
 Asian Pacific American Heritage Council, Inc.
 Asian Pacific American Institute for Congressional Studies
 Assisted Living Federation of America
 Association of Hawaiian Civic Clubs
 Association of Multi-Ethnic Americans
 Attainment Company, Inc.
 Bank One
 Bethune DuBois Institute, Inc.
 Big Brothers/Big Sisters of America
 Black Leadership Forum, Inc.
 Blacks in Government
 Boat People S.O.S.
 Boy Scouts of America
 California Rural Legal Assistance, Inc.
 Cambodian Network Council
 Camp Fire Boys and Girls
 Campus Compact
 Center for Community Change
 Child Welfare League of America
 Children's Defense Fund
 Christian Church (Disciples of Christ) in the United States and Canada
 Christian Methodist Episcopal Church
 Church of God
 Church's Chicken

Coalition of Labor Union Women
 Compaq Computer Corporation
 Congress of National Black Churches
 Corporation for National Service
 Council of Chief State School Officers
 Council of Jewish Federations
 Council of the Great City Schools
 Cuban American National Council, Inc.
 Delta Sigma Theta Sorority, Inc.
 Development District Association of Appalachia
 Duke Energy
 Duxbury Systems
 Essence Communications
 Federation of Korean Americans
 Federation of Masons of the World
 First Union Corporation
 Frontiers International, Inc.
 Full Gospel Baptist Church Fellowship
 General Council of the Assemblies of God
 Goodwill Industries International, Inc.
 Goya Foods, Inc.
 Grand Lodge Benevolent and Protective Order of Elks
 Gray Panthers
 Hispanic Association of Colleges and Universities
 Hispanic Policy Development Project
 Hmong National Development, Inc.
 Hotel Employees and Restaurant Employees International Union
 Housing Assistance Council
 Imperial Grand Council AAONMS (Shriners)
 Institute for Gay and Lesbian Strategic Studies
 International Brotherhood of Teamsters
 International Union of Gospel Missions
 International Union, United Automobile, Aerospace and Agricultural Implement Workers of America
 Improved Benevolent Protective Order of Elks of the World
 Jack and Jill of America, Inc.
 Japanese American Citizens League
 Joint Action in Community Service
 Joint Center for Political and Economic Studies
 Kappa Alpha Psi Fraternity, Inc.
 Korean American Coalition
 Labor Council for Latin American Advancement
 Leadership Conference on Civil Rights
 Leadership Council on Aging Organizations
 League of United Latin American Citizens
 League of Women Voters of the United States
 National Asian Pacific American Legal Consortium
 National Asian Pacific Center on Aging
 National Association for Equal Opportunity In Higher Education
 National Association for Female Executives
 National Association for Hispanic Elderly
 National Association for the Advancement of Colored People
 National Association for the Education and Advancement of Cambodian, Laotian and Vietnamese Americans

National Association for the Self-Employed
 National Association of Area Agencies on Aging
 National Association of Colored Women's Clubs
 National Association of Community Action Agencies
 National Association of Community Health Centers
 National Association of Counties
 National Association of Cuban-American Women
 National Association of Development Organizations
 National Association of Elementary School Principals
 National Association of Latino Elected and Appointed Officials
 National Association of Negro Business and Professional Women's Clubs, Inc.
 National Association of Postmasters of the United States
 National Association of Private Industry Councils
 National Association of Regional Councils
 National Association of Retired Federal Employees
 National Association of Secondary School Principals
 National Association of Towns and Townships
 National Baptist Convention of America, Inc.
 National Baptist Convention, U.S.A., Inc.
 National Baptist Convention, U.S.A., Inc. (Labor Relations Department)
 National Black Catholic Conference
 National Black Child Development Institute
 National Coalition for an Accurate Count of Asian Pacific Americans
 National Coalition for Homeless Veterans
 National Coalition of 100 Black Women
 National Coalition on Black Voter Participation
 National Committee on Pay Equity
 National Conference of Black Mayors, Inc.
 National Conference of Community and Justice
 National Conference of Puerto Rican Women
 National Congress of American Indians
 National Congress of Parents and Teachers(PTA)
 National Congress for Community Economic Development
 National Council for Geographic Education
 National Council for the Social Studies
 National Council of Jewish Women
 National Council of Negro Women
 National Council of Senior Citizens
 National Council of Teachers of Mathematics
 National Council of the Churches of Christ in the U.S.A.
 National Council of Women's Organizations
 National Education Association
 National Federation of Filipino American Associations
 National Federation of Indian American Associations
 National Forum for Black Public Administrators
 National 4-H Council
 National Gay and Lesbian Task Force
 National Grange
 National Head Start Association
 National Hispanic Council on Aging
 National Indian Education Association
 National Italian American Foundation
 National Middle School Association
 National Office of Samoan Affairs
 National Organization for Women
 National Organization of Black County Officials, Inc.
 National Pan-Hellenic Council
 National Political Congress of Black Women, Inc.
 National Rural Education Association
 National Rural Water Association
 National School Boards Association
 National State Data Center/Business and Industry Program
 National Urban Coalition
 National Urban League
 National Women's Political Caucus
 Neighborhood Reinvestment Corporation
 Omega Psi Phi Fraternity, Inc.
 100 Black Men of America, Inc.
 Opportunities Industrialization Centers of America, Inc.
 Organization of Chinese Americans
 Pacific Islander Community Council
 Polaroid
 Procter and Gamble
 Progressive National Baptist Convention
 Puerto Rican Legal Defense and Education Fund
 Rural Coalition
 Rural Community Assistance Program
 Rural Electric Cooperative Association
 Service Employees International Union
 Sigma Gamma Rho Sorority, Inc.
 Soka Gakkai International, U.S.A.
 Sons and Daughters of Guam Club, Inc.
 Southeast Asia Resource Action Center
 Southern Poverty Law Center
 Southwest Voter Registration Education Project
 Taiwanese American Citizens League
 Teachers of English to Speakers of Other Languages, Inc.
 Texaco
 The American Legion
 The Council of State Governments
 The International Association of Lions Clubs
 The National Caucus and Center on Black Aged, Inc.
 The National Council on Aging
 The Southern Regional Council
 The Vietnamese Resettlement Association
 Top Ladies of Distinction, Inc.
 Travelers Aid International
 Unitarian Universalist Association of Congregations
 United Church of Christ
 United Church of Christ, Commission for Racial Justice
 United House of Prayer For All People
 United Methodist Church General Board of Church and Society
 United States Hispanic Leadership Institute
 United States Junior Chamber of Commerce
 United Way of America
 Veterans of Foreign Wars
 Wellpoint Health Networks, Inc.
 Wider Opportunities For Women, Inc.
 Willie E. Velasquez Institute
 Women's Missionary Society of the African Methodist Episcopal Church
 Women's National Democratic Club
 Youth Service America
 Zeta Phi Beta Sorority, Inc.

If you represent a NATIONAL organization and need additional information about partnership opportunities, contact Laura Sewell on 301-457-2989, e-mail at Laura.A.Sewell@ccmail.census.gov, or mail to
U.S. Census Bureau, Partnership and Data Services Staff, Room 1210-2, Washington, DC 20233.

If you represent a local organization and need information, call one of the numbers below.

If you live here...	Partnership Coordinator...	Census Center...	Telephone #...
Alabama	Mary Love Sanford, Danielle Jones	Atlanta	404-331-0573
Alaska	Bob Clingman	Seattle	206-553-5882
Arizona	Pamela Lucero	Denver	303-231-5029
Arkansas	Ben Arzu, Tom Beaver	Kansas City	816-801-2020
California ¹	Reina Ornelas, Monica Sandoval	Los Angeles	818-904-6522
California ¹	Bob Clingman	Seattle	206-553-5882
Colorado	Pamela Lucero	Denver	303-231-5029
Connecticut	Tia Costello	Boston	617-424-4977
Delaware	Lyn Kirshenbaum, Juanita Britton	Philadelphia	215-597-8312
District of Columbia	Lyn Kirshenbaum, Juanita Britton	Philadelphia	215-597-8312
Florida	Mary Love Sanford, Danielle Jones	Atlanta	404-331-0573
Georgia	Mary Love Sanford, Danielle Jones	Atlanta	404-331-0573
Hawaii	Reina Ornelas, Monica Sandoval	Los Angeles	818-904-6522
Idaho	Bob Clingman	Seattle	206-553-5882
Illinois	Marilyn Stephens, Joyce Marks	Chicago	312-353-9759
Indiana	Marilyn Stephens, Joyce Marks	Chicago	312-353-9759
Iowa	Ben Arzu, Tom Beaver	Kansas City	816-801-2020
Kansas	Ben Arzu, Tom Beaver	Kansas City	816-801-2020
Kentucky	Victoria Burke, William Ward	Charlotte	704-344-6624
Louisiana	Marisela Lopez	Dallas	214-655-3060
Maine	Tia Costello	Boston	617-424-4977
Maryland	Lyn Kirshenbaum, Juanita Britton	Philadelphia	215-597-8312
Massachusetts	Tia Costello	Boston	617-424-4977
Michigan	Vince Kountz	Detroit	248-967-9524
Minnesota	Ben Arzu, Tom Beaver	Kansas City	816-801-2020
Mississippi	Marisela Lopez	Dallas	214-655-3060
Missouri	Ben Arzu, Tom Beaver	Kansas City	816-801-2020
Montana	Pamela Lucero	Denver	303-231-5029
Nebraska	Pamela Lucero	Denver	303-231-5029
Nevada	Pamela Lucero	Denver	303-231-5029
New Hampshire	Tia Costello	Boston	617-424-4977
New Jersey ²	Lyn Kirshenbaum, Juanita Britton	Philadelphia	215-597-8312
New Jersey ²	Alice Chin, Martha Butler	New York	212-620-7702
New Mexico	Pamela Lucero	Denver	303-231-5029
New York ³	Tia Costello	Boston	617-424-4977
New York ³	Alice Chin, Martha Butler	New York	212-620-7702
North Carolina	Victoria Burke, William Ward	Charlotte	704-344-6624
North Dakota	Pamela Lucero	Denver	303-231-5029
Ohio	Vince Kountz	Detroit	248-967-9524
Oklahoma	Ben Arzu, Tom Beaver	Kansas City	816-801-2020
Oregon	Bob Clingman	Seattle	206-553-5882
Pennsylvania	Lyn Kirshenbaum, Juanita Britton	Philadelphia	215-597-8312
Rhode Island	Tia Costello	Boston	617-424-4977
South Carolina	Victoria Burke, William Ward	Charlotte	704-344-6624
South Dakota	Pamela Lucero	Denver	303-231-5029
Tennessee	Victoria Burke, William Ward	Charlotte	704-344-6624
Texas	Marisela Lopez	Dallas	214-655-3060
Utah	Pamela Lucero	Denver	303-231-5029
Vermont	Tia Costello	Boston	617-424-4977
Virginia	Victoria Burke, William Ward	Charlotte	704-344-6624
Washington	Bob Clingman	Seattle	206-553-5882
West Virginia	Vince Kountz	Detroit	248-967-9524
Wisconsin	Marilyn Stephens, Joyce Marks	Chicago	312-353-9759
Wyoming	Pamela Lucero	Denver	303-231-5029
Puerto Rico	Hector Feliciano	Puerto Rico	787-771-3660
U.S. Virgin Islands, American Samoa, Commonwealth of Northern Mariana Islands, Guam	Idabelle Hovland	Census Bureau Suitland, MD	301-457-8443

¹ If you reside in Fresno, Imperial, Inyo, Kern, Kings, Los Angeles, Madera, Mariposa, Merced, Monterey, Orange, Riverside, San Benito, San Diego, San Luis Obispo, Santa Barbara, Tulare or Ventura counties, call the Los Angeles Regional Census Center (RCC). If in another California county, call the Seattle RCC.

² If you live in Bergen, Essex, Hudson, Middlesex, Morris, Passaic, Somerset, Sussex, Union or Warren counties, call the New York RCC. If in another New Jersey county, call the Philadelphia RCC.

³ If you reside in Bronx, Kings, Nassau, New York, Queens, Richmond, Rockland, Suffolk or Westchester counties, call the New York RCC. If in another county in the state, contact the Boston RCC.

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